

INDEX TO DUN'S REVIEW AND MODERN INDUSTRY

VOLUME 65 . . . NUMBER 2321-2326 . . . JANUARY-JUNE 1955

In this index, material is listed by title, subject, author, and author's business connection, each entry referring to the month and page number. Broad subject headings are used; this is not a completely detailed subject index.

As a guide to the inclusiveness or nature of the material indexed, the titles of major articles are printed in *italic type*, and short items are indicated by an (s), "Photo Visits" by (PV).

In using this index it will be helpful to keep in mind the nature of the contents of the magazine. DUN'S REVIEW AND MODERN INDUSTRY deals with facts, trends, authoritative opinions, and information in both specific and over-all management functions which contribute to successful operations. It serves chief executives who must consider the long-time influences of such forces. In each number are articles

by authorities in their fields or resulting from research activities. There are also departments which report and summarize business statistical data, as well as provide information on the latest developments of interest to management.

Statistical series compiled by the publisher, such as business failures, building permits, bank clearings, new business incorporations, price indexes, and regional trade information, are subject indexed and can be located in the "Trend of Business" and "Compass Points of Business."

Statistical series compiled by the publisher are reported in greater detail in DUN'S STATISTICAL REVIEW, 99 Church Street, New York 8, N. Y.

This index is compiled by THE DUN & BRADSTREET BUSINESS LIBRARY, where more detailed information may be found in a cumulative card file.

For more information: Separate listings covering the books reviewed by the Executive Bookshelf department, and films reviewed by Films for Management may be found on page 4 of this index.



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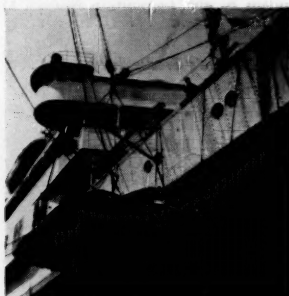
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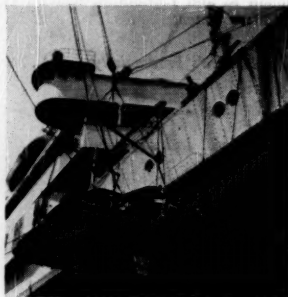
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Meiklejohn, David S. (s)	Jan. 19
Mergers— <i>How to Buy a Company</i>	Mar. 37
Metal Spinning (s)	June 92
Methods Engineering Council	Apr. 45
Michigan, University of	Jan. 44
Microfilming (s)	Apr. 102, May 66
Milling Machine (s)	Jan. 84
Minneapolis-Honeywell Regulator Co. (s)	Mar. 126, May 90
Minnesota Mining & Mfg. Co.	Jan. 37, 64 (s), Feb. 81 (s)
	Apr. 101 (s), May 69 (s)
Miracle Adhesives Corp. (s)	Apr. 103
Mitchell Mfg. Co.	Jan. 33
Mitchell, Walter, Jr.— <i>How Can Trade Associations Avoid Anti-Trust Hazards?</i>	Mar. 39
Models, Scale (s)	Jan. 64
Molding Specialists, Inc.	May 43
Molecular Sieve (s)	Jan. 61
Molybdenum	Feb. 43
Monarch Aluminum Mfg. Co. (s)	June 89
Monarch Elevator & Machine Co.	June 73
Money, The Business Quiz	June 86
Money in Circulation, See Weekly Business Signposts	
Monsanto Chemical Co.	Jan. 37, Feb. 81 (s)
	Apr. 73 (s), June 89 (s)
Moorman, Wynant C.	June 64
Morale— <i>How Foremen Get That Way</i>	Jan. 44
<i>How to Learn by Listening</i>	Apr. 43
<i>More Productivity . . . for Pennies</i>	Mar. 43
Morse, Robert H., Jr.	Jan. 43
Motivation Research (s)	May 90
Motor Vehicles— <i>Highway Construction</i>	Apr. 39
Motorola, Inc. (s)	Apr. 80
Motors (s)	Mar. 131
Moving Pictures in Industry—See, Films for Management	
Multifinish Mfg. Co. (s)	Apr. 100
Mystik Adhesive Products (s)	May 69

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Naresco Equipment Corp. (s)	Feb. 100
National Assn. of Foremen (s)	Apr. 79
National Assn. of Manufacturers	May 52
National Bureau of Economic Research	Feb. 24, May 88
National Bureau of Standards (s)	Apr. 70
National Defense— <i>Management's Role in Defense</i>	Feb. 50
National Electrical Manufacturers Assn. (s)	Jan. 62
National Gypsum Co., <i>How to Buy a Company</i>	
John C. Best, Vice-Pres.	Mar. 37
National Industrial Conference Board	Jan. 42, Feb. 46
	May 48
National Petro-Chemicals Corp. (s)	June 89
National Radiator Co.	Mar. 102
National Society of Sales Training Directors	May 41
National Wooden Pallet Mfrs. Assn. (s)	Jan. 61
Natural Resources— <i>Water: A Three Part Discussion</i>	Apr. 47
Naval Ordnance Research Calculator (s)	Feb. 99
Nelson Stud Welding Process (s)	June 94
Nestlé Co., Inc.	June 42
New Methods and Materials	Jan. 61, Feb. 89, Mar. 111
	Apr. 69, May 69, June 89
New York State	Apr. 47
Newberg, W. C. (s)	Mar. 8
Nickel	Feb. 42, Mar. 112 (s), June 90 (s)
North American Aviation, Inc.	Jan. 36
Northwest Industrial Clinic	Feb. 89
Norton Co.	Jan. 35
Nuclear Development Associates, Inc.	Jan. 37
Nuclear Research	Jan. 36, Feb. 39
Nylacore Corp.	May 44
Nylon, <i>Look What They're Doing with</i>	May 43
Nylon Molding Corp.	May 43

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Oak Ridge National Laboratory	Jan. 36
Occupational Health Services, Inc.	Feb. 45

Office Equipment

Accounting Machine (s)	Mar. 133
Camera, Identification (s)	Feb. 103
Color Selector (s)	Apr. 103
Computers, Electronic (s)	Feb. 98, Apr. 103
Film and Paper Processor (s)	Mar. 135
Lighting (s)	Jan. 86
<i>Look What They're Doing with Nylon</i>	May 43
Microfilm Unit (s)	Apr. 102
Photocopy Machines (s)	Mar. 133, Apr. 101
Plant Layout Planning (s)	May 98
Xerography (s)	June 115
Office Management (s)	May 90
<i>On Getting a New Perspective</i>	June 39
Organization, Business	Mar. 37, 40, Jan. 77 (s)
Organization Charts, Traffic	Mar. 8
Otis Elevator Co.	Mar. 59, 68
Ounces of Prevention (PV)	Mar. 15

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Packaging	Mar. 131 (s), June 41
Paints, Fire-Resistant (s)	Mar. 114
Paley, William S. (s)	May 12
Palm, Fechteler & Co. (s)	Apr. 102
Paper, Wet-Strength (s)	Feb. 100
Parker Pen Co. (s)	Feb. 82, May 43
Parts Feeder (s)	Apr. 102
Peerless Photo Products, Inc. (s)	Mar. 133
Pencils, Liquid Lead (s)	Feb. 82
Permacel Tape Corp.	June 69, 90 (s)
Permattach Diamond Tool Co. (s)	June 111
Personal Spending and Savings, See Compass Points of Business	
Personnel Management— <i>Is It Time to Change Jobs?</i>	Mar. 47
<i>What GAW Means to Management</i>	June 48
Petroleum Products	Apr. 41, 100 (s)
Pet Milk Co.	May 39
Pfizer, Charles, & Co., Inc. (s)	May 70
Philco Corp.	Jan. 33
Phillips Petroleum Co.	Jan. 39, Feb. 46
Photo Visit	Jan. 23, Mar. 15, May 64
Photography, Film and Paper Processor (s)	Mar. 135
Piggy-back Operations	Mar. 101
Pipe, Concrete	Apr. 41
Pierson, Warren Lee (s)	Feb. 12
Pitney-Bowes, Inc., <i>What Makes a Good President?</i>	
Walter H. Wheeler, Pres.	Jan. 43
Pittsburgh Corning Corp.	Feb. 42
Plant Equipment— <i>More Productivity . . . for Pennies</i>	Mar. 43
Expenditures, See Compass Points of Business	
Plant Layout	Jan. 23 (PV), May 98 (s) June 41
Plant Location (s)	Apr. 99
Plant Maintenance	Jan. 62, Mar. 15 (PV), Apr. 99 (s) May 94

Business Management

<i>Accident Control: Top Management Executive Development—Economic Executives' New World</i>	
<i>Financial Techniques Tap New Markets—Getting a New Perspective</i>	
<i>How Much Should a President Tell? How to Buy a Company</i>	
<i>Management Self-Audit for Smaller Management's Role in Defense</i>	
<i>Steps toward Employment Stabilization: Traffic Management: Gold Mine in What Makes a Good President?</i>	
See also, Voice of Industry	
Business Men's Expectations.....	
Business Quiz.....	
Business, Small—Management Self-Inspection.....	
Small Plants Share the Health.....	
Byers, A. M., Co. (s).....	

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C. I. T. Financial Corp.....	
Cadmium.....	
Calco Chemical Co.....	
Cameras, Identification (s).....	
Campbell Soup Co.....	
Capitalism, See Free Enterprise	
Caples, William G. (s).....	
Carbide & Carbon Chemicals Co.....	
Carbides (s).....	
Carbon Dioxide (s).....	
Carnegie Inst. of Technology, Management in Defense, Melvin Anshen, Pres.....	
Cartoning Machine (s).....	
Cellon, Ltd. (s).....	
Cement—Highway Construction.....	
Ceramics.....	
Chain Belt Co. (s).....	
Chains, Conveyor (s).....	
Charts, Computing (s).....	
Charts, Flow (s).....	
Chase Products Co. (s).....	
Chemicals.....	
<i>Fitting Your Product to the Atomic Age</i>	
Look What They're Doing with Nylon.....	
See also, New Methods and Materials; Here and There in Business	
Chemical Specialties Mfrs. Assn. (s).....	
Chicago, University of—What GAW Means to Management, Thomas L. Whisler.....	
Chrysler Corp.....	
Ciba Co., Inc. (s).....	
Cincinnati Milling Machine Co. (s).....	
Cities, Growth of (s).....	
Clark Equipment Co.....	
Clay Committee.....	
Clay Pipe and Tile—Highway Construction.....	
Coal Mined, Bituminous, See Weekly Posts	

Coatings

Abrasion Tester (s).....	
Aluminum, for (s).....	
Electroplating (s).....	
Epoxy (s).....	
Fire Resistant (s).....	
<i>Fitting Your Product to the Atomic Age</i>	
Nickel (s).....	
Plating, Automatic (s).....	
Spray-on Foam, Resinous (s).....	
Temperature-Indicating (s).....	
Colgate-Palmolive Co.....	
Collective Bargaining—How to Learn Labor Unity (s).....	
Color Selector (s).....	
Commercial Bank Loans, See Company Business	
Commercial and Industrial Failures, Points of Business.....	
Commercial Credit Corporation.....	
Commercial Paper.....	
Commodity Price Index, See Prices, Weekly	

Communications

Business Courses (s).....	
<i>"Don't Do It Yourself" Is the New Trend</i>	
Future (s).....	
<i>How Much Should a President Tell? How to Learn by Listening</i>	
<i>Sales and Purchasing: Here's How Each Other</i>	
See also, Films for Management Relations	

Planty, Dr. Earl.....	Apr. 46
Plastic Molded Parts Co.....	May 43
Plastic Pipe (s).....	Jan. 84

Plastics

Booklets (s).....	Jan. 66
Epoxies (s).....	Feb. 81
<i>Fitting Your Product to the Atomic Age: Part II</i>	Feb. 39
Fluorine (s).....	Mar. 111
Glass Plastic Laminate (s).....	Jan. 62
Insulation (s).....	May 94
Isocyanate Foam and Phenolic (s).....	Apr. 74
Itaconic Acid (s).....	May 70
Look What They're Doing with Nylon.....	May 43
Paint Bases (s).....	Mar. 114
Pipe and Conduit Covers (s).....	Apr. 103
Polyethylene (s).....	June 89
Polyvinyl Chloride PVC (s).....	Jan. 84
Pycnometer (s).....	May 98
Tapes (s).....	May 69
Thermoplastic, New (s).....	Apr. 70
Plating Equipment (s).....	Jan. 83
Polarad Electronics Corp.....	Jan. 35
Pollution Control.....	Apr. 51, May 93 (s)
Polyethylene (s).....	June 89
Polymer Corp. of Pa. (s).....	Mar. 111
Population Statistics, See Compass Points of Business	
Porcelain Enamel Coatings (s).....	June 89
Porcelain Enamel Institute (s).....	Apr. 70
Porous Plastic Filter Co. (s).....	Mar. 111
Powdered Metal.....	Mar. 112, Apr. 103
Power Cranes and Shovels.....	Apr. 40
Predating Plan for Distributors.....	Jan. 35
Presidents, See Executive	
Presses, Industrial (s).....	May 94, Apr. 103

Prices

Consumer Price Index.....	Jan. 54, Mar. 26
Industrial Stock.....	Apr. 28, June 32
Wholesale Commodity.....	Jan. 54, Mar. 26
Industrial Stock Average; Retail; Wholesale; See Compass Points of Business and Weekly Business Signposts	
Policy (s).....	Jan. 77
Print Wheels (s).....	Mar. 112
Printed Circuits (s).....	Feb. 81, Mar. 116, Apr. 69
Private Enterprise—Balancing America's Productivity.....	Apr. 37
Getting a New Perspective.....	June 39
Product Design.....	Feb. 39
Product Development.....	May 43
Product Diversification—How to Buy a Company.....	Mar. 37
Steps Toward Employment Stabilization.....	Jan. 31
What GAW Means to Management.....	June 48
Products, New.....	
<i>Fitting Your Product to the Atomic Age: Part I</i>	Jan. 36
Promotion Survey (s).....	Jan. 78
See also, New Methods and Materials; Here and There in Business	

Production

Automation on the Filling Line.....	June 41
Balancing America's Productivity.....	Apr. 37
<i>Fitting Your Product to the Atomic Age: Part I</i>	Jan. 36
<i>Part II</i>	Feb. 39
Highway Construction.....	Apr. 39
Line Efficiency (PV).....	Jan. 23
Look What They're Doing with Nylon.....	May 42
More Productivity..... for Pennies.....	Mar. 43
See also, New Methods and Materials; Industrial Production; Compass Points of Business; Trend of Business	
Profit Sharing (s).....	May 90
Profits—Balancing America's Productivity.....	Apr. 37
Psychology, Industrial.....	Mar. 47
Pump, Solids (s).....	Feb. 101
Purchasing Agents.....	June 45

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Question Box—How to Learn by Listening.....	Apr. 44
Quick, Joseph H.....	Mar. 40

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Radiation.....	Jan. 36, Feb. 39, 103, (s) June 92 (s)
Radiation Applications Inc.....	Jan. 42
Radio Corp. of America.....	Mar. 88, Apr. 15 (s)
Radioisotopes.....	Jan. 36, June 92 (s)
Railroad Shipping, New Developments.....	Mar. 99
Ramps, Truck Shipping.....	Mar. 102
Ramsey, Hobart C. (s).....	Feb. 12

Rand, James H.—What Makes a Good President?.....	Jan. 43
Randall, Clarence B.—Executives' New World.....	May 37
Ransburg Electro-Coating Corp.....	May 45
Rare Metals.....	Jan. 66
Reactors, Nuclear.....	Jan. 36, Feb. 39
Reading Faster (s).....	Apr. 80
Recordak Corp. (s).....	Apr. 102
Records Management (s).....	May 90
Reeves Instrument Corp.....	Mar. 100
Reichhold Chemicals, Inc. (s).....	Feb. 81
Remington Rand, Inc., What Makes a Good President?..... James H. Rand, Pres.....	Jan. 43
Remington Rand, Inc.....	May 39
Renting, Short-Term—Financial Techniques Tap New Markets.....	Jan. 35
Research, Industrial (s).....	Apr. 70
Resins, See Plastics	
Resistoflex Corp. (s).....	Mar. 111

Retail

Fair Trade (s).....	May 83
Price Policy (s).....	Jan. 77
Sales.....	Jan. 54, Mar. 26
Sales and Inventories, See Compass Points of Business	

Reynolds Metals Co. (s).....	Feb. 82
Rhenium (s).....	Apr. 72
Richardson Scale Co.....	June 41
Robertshaw-Fulton Controls Co. (s).....	June 112
Robertson, Reuben B., Jr. (s).....	Mar. 10
Rockwell, W. F., Jr. (s).....	Jan. 14
Rockwell Mfg. Co., How Much Should a President Tell?..... W. F. Rockwell, Jr., Pres.....	Feb. 47
Rockwell Mfg. Co.....	Mar. 44
Rogers Corp.....	Mar. 126 (s), Apr. 43
Rogers, Slade & Hill.....	Mar. 61
Rohm & Haas Co. (s).....	Feb. 81
Role-playing Technique—"Don't Do It Yourself" Is the New Sales Training Trend.....	May 39
Roller Bearing (s).....	June 115
Rollway Bearing Co., Inc.....	June 115
Rubber, Silicone (s).....	June 96
Rutgers University (s).....	Mar. 128

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Safety

Accident Control: Top Management's Job.....	June 63
Drive (s).....	Apr. 77
Executive's Accident Control Checkup Chart.....	June 77
<i>Fitting Your Product to the Atomic Age: Part I</i>	Jan. 36
Here's What Some Companies Do.....	June 69
Ounces of Prevention (PV).....	Mar. 15
What's In It for the Little Fellow?.....	June 73
Sage, Russel, Foundation.....	May 47

Sales

Sales and Distribution.....	Jan. 77, Feb. 93, Apr. 82
Demonstrators (s).....	May 83, June 105
"Don't Do It Yourself" Is the New Sales Training Trend.....	Jan. 64
Financial Techniques Tap New Markets.....	May 39
Sales and Purchasing: Here's How They Look to Each Other.....	Jan. 33
Retail, Wholesale, Manufacturing, Exports, Imports, Farm Receipts: See Compass Points of Business	
Sampling—A Short-Cut to Fact-Finding.....	June 45
Sanitation, In-Plant (s).....	May 46
Scholarships—How Corporations Aid Education.....	Jan. 62
Schwepmann Brothers (s).....	May 47
Sciaky Brothers, Inc. (s).....	May 83
Scientific Design Co. (s).....	June 90
Sealright Co., Inc.....	Jan. 84
Selas Corp. of America (s).....	June 41
Seniority—What GAW Means to Management.....	June 111
Shape Cutting Machine (s).....	June 48
Shell Chemical Corp. (s).....	Jan. 86
Shell Molding (s).....	Feb. 81
Shell Oil Co. (s).....	Feb. 82, May 69
Sherman Act—How Can Trade Associations Avoid Anti-Trust Hazards?.....	Apr. 100
Sherman Products, Inc. (s).....	Mar. 39
Sherwin-Williams Co. (s).....	Jan. 87
Shipping—Traffic Management: Gold Mine in Transit.....	Apr. 103
Short-Cut to Fact-Finding.....	Mar. 59
Shwayder Bros. (s).....	May 46
Signode Steel Strapping Co. (s).....	Mar. 112
Silicones (s).....	Mar. 131
Smaller Plants Share the Health.....	June 96
Society of the Plastics Industry (s).....	Feb. 44
Solar Aircraft Co. (s).....	Jan. 66
Spencer Chemical Co. (s).....	June 92
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Sprague Devices, Inc.	May	43
Standard Oil Development Co. (s)	Jan.	64
Standard Register Co. (s)	Apr.	82
Stanford Research Institute (s)	Apr.	73
Stanley Home Products, Inc.	June	42
Steel—Highway Construction	Apr.	41
Steel, Stainless	Feb. 43, May 74 (s)	
Steps Toward Employment Stabilization	Jan.	31
Stewart Instrument Co. (s)	May	97
Stokvis-Edera & Co. (s)	Jan.	89
Stone & Webster Eng. Corp.	Jan.	37
Storage, Underground (PV)	May	64
Strick Co.	Mar.	102
Strikes—Steps Toward Employment Stabilization	Jan.	31
Stuart, D. A., Oil Co., Ltd. (s)	Mar.	111
Sub-Flooring, Steel (s)	May	100
Submarine Thermal Reactor (STR)	Jan.	39
Sun Oil Co. (s)	Mar.	112
Supervision—How Foremen Get That Way	Jan.	44
Surface Combustion Corp.	Jan.	35
Swenson Spreader & Mfg. Co. (s)	Jan.	89
Syntron Co. (s)	Apr.	102

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Tantalum	Feb.	43
Tapes, Measuring (s)	Feb.	82
Tapes, Industrial (s)	May	69
"Teflon" (s)	Mar.	111
Television (s)	Mar. 128, Apr.	69
Tempil Corp. (s)	Mar.	131
Tension Envelope Corp. (s)	Apr.	83
Testing and Control		
Abrasion Tester (s)	Apr.	70
Adding Machine Tester (s)	May	74
Booklets (s)	May	72
Electronic Control (s)	May	98
Fitting Your Product to the Atomic Age: Part I	Jan.	36
Part II	Feb.	39
Gage Blocks (s)	May	100
Heating Control (s)	Jan.	87
Hydraulic Brake Fluids (s)	June	94
Metal Comparator (s)	Jan.	64
Oil Test (s)	Apr.	100
Reset Timer (s)	June	112
Thermoplastic (s)	Apr.	70
Thompson Products Co.	Apr.	44
Thor Power Tool Co.	Apr.	42
Innerman Products, Inc. (s)	Feb.	82
Titanium	Feb. 43, June 100 (s)	
Tractors	Apr. 40, 99 (s)	
Trade Associations	Mar.	39

Traffic Management		
Changes in National Policy?	Mar.	93
Executive's Traffic Checkup Chart	Mar.	68
Gold Mine in Transit	Mar.	59
How to Realize Traffic's Potential	Mar.	75
New Trends Cut Costs, Speed Shipments	Mar.	94
Painting (s)	Apr.	78
Transistors	Feb. 39, Apr. 69 (s)	
Transportation—Look What They're Doing With Nylon	May	43
Costs, See Traffic Management		
Management, See Traffic Management		
Policy, See Traffic Management		
End of Business	Jan. 53, Feb. 23, Mar. 25	
	Apr. 23, May 23, June 31	
Trucking, New Developments	Mar. 75, 88, 102	
Trucks, Industrial (s)	Apr.	99
Tringsten	Feb.	43

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Ulylite Corp. (s)	Jan.	83
Ultrasonic Equipment (s)	Feb. 103, Apr.	74
Ultraviolet Light (s)	May	72
Underground Economy (PV)	May	64
Unemployment, See Compass Points of Business		
Union Pacific Railroad	Mar. 100	
United Air Lines	Mar. 98, Apr.	44
United Engineers & Constructors, Inc.	Jan.	37
U. S. Department of Health, Education, and Welfare: Bureau of Old-Age and Survivors Insurance	May	46
U. S. Department of the Interior, Water: Government Plans and Policies, Douglas McKay, Secy.	Apr.	49
S. Engineering Co. (s)	May	97
S. Geological Survey	Apr.	58
S. Public Health Service	Feb.	46
S. Rubber Co.	Mar. 86, June	69
S. Steel Corp.	Jan. 16 (s), Apr. 12 (s)	
	May 48, June 94 (s)	
S. Steel Foundation, Inc.	May	48
Universal Winding Co.	Jan.	35
Updegraff, Robert R., Balancing America's Productivity	Apr.	37
Upholstery, The (s)	Mar.	125

SCANNING THE

Executive Bookshelf

Each month the Executive Bookshelf, a DUN'S REVIEW AND MODERN INDUSTRY feature, reviews a number of current books pertaining to the business world and associated subjects of special interest to the business man. The books reviewed during January-June 1955 are listed below under the name of the author.

Baker, Alton W. and Davis, Ralph C.		
Ratios of Staff to Line Employees and Stages of Differentiation of Staff Functions	Jan. 81	
Burgess, Eugene W. and Harbison, Frederick H.		
United States Business Performance Abroad: The Case Study of Casa Grace in Peru	Feb. 72	
Columbia University, Graduate School of Business		
What Makes an Executive?	May 87	
Corrigan, John D.		
How to Build Profit Value in Your Sales Dollars	Mar. 55	
Dreyfuss, Henry		
Designing for People	May 87	
Ferber, Robert		
Factors Influencing Durable Goods Purchases	June 59	
Flippo, Edwin B.		
Profit Sharing in American Business	Apr. 97	
Fortune Editors		
The Changing American Market	June 59	
Gilbreth, Lillian M.; Thomas, Orpha Mae and Clymer, Eleanor		
Management in the Home	June 59	
Grant, Eugene L. and Norton, Paul T.		
Depreciation	Apr. 97	
Greathouse, Glenn A. and Wessell Carl J., eds.		
Deterioration of Materials: Causes and Preventive Techniques	Mar. 55	
Harris, Seymour		
John Maynard Keynes, Economist and Policy Maker	Apr. 98	
Heuter, Theodor F. and Bolt, Richard H.		
Sonics	Feb. 74	
Industrial Relations Center, University of Minnesota		
Leadership and Executive Development, A Bibliography	Mar. 56	
Koontz, Harold and O'Donnell, Cyril		
Principles of Management, An Analysis of Managerial Functions	June 60	
Lunding, Franklin J.		
Sharing a Business	Feb. 72	
Mandell, Milton M.		
A Company Guide to the Selection of Salesmen	May 87	
Marquand, John P.		
Sincerely, Willis Wayde	Apr. 97	
Muther, Richard		
Practical Plant Layout	Apr. 98	
National Bureau of Economic Research		
Short-Term Economic Forecasting	May 88	
Prentice-Hall, Inc.		
Director's and Officer's Encyclopedic Manual	June 59	
Sattler, William M. and Miller, N. Edd		
Discussion and Conference	Mar. 56	
Schmidt, Warren H. and Buchanan, Paul C.		
Techniques that Produce Teamwork	Jan. 80	
Schreiber, G. R.		
Automatic Selling	Jan. 80	
Sprigell, William R. and Lansburgh, Richard H.		
Industrial Management	Mar. 55	
Updegraff, Robert R.		
Balancing America's Productivity	June 59	
Van Doren, Harold		
Industrial Design	Jan. 80	
Voskuil, Walter H.		
Minerals in World Industry	Mar. 55	
Woodbury, David O.		
Atoms for Peace	Apr. 97	
Yeager, Leland B.		
Free Trade, America's Opportunity	Feb. 70	

FILMS FOR MANAGEMENT

Industrial movies have become important factors in to-day's business world. To keep management abreast of the latest, DUN'S REVIEW AND MODERN INDUSTRY reviews the best of these films every other month.

Baltimore & Ohio Railroad—Hooray for Homer	Apr. 64	
Bell Telephone Co.—The Transistor	Feb. 68	
Cleveland Electric Illuminating Co.—Land of Promise	Apr. 66	
Continental Can Corp.—The Grocer and the Canny Dragon	June 99	
Corning Glass Works—Glass and You	Apr. 63	
Dartnell Corp.—How to Sell Quality	Apr. 63	
Du Pont, E. I. de Nemours & Co.—Chemistry Works for You, Right Down to the Finish	Feb. 67	
General Electric Co.—Farm Family American	Apr. 64	
General Motors Corp.—Change . . . for the Better	June 99	
Hood & Sons, H. P.—Milk for the City	Feb. 67	
National Lead Co.—The Ninth Element	June 100	
Remington-Rand Inc.—Univac	Feb. 67	
Upholstery Leather Group—The Purple Cow	June 100	
Walworth Co.—Back of the Name	Apr. 65	

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Vacuum Furnace (s)	Feb. 100	
Vanadium	Feb. 43	
Van Norman Co.	Jan. 35	
Victor Adding Machine Co. (s)	Feb. 98	
Visual Production Planning, Inc. (s)	May 98	
Vitro Corp. of America	Jan. 37	
Voice of Industry	Jan. 14, Feb. 12, Mar. 8	
	Apr. 12, May 12, June 14	

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Wage Administration Plans	June 48	
Wakefield Brass Co. (s)	Jan. 86	
Waste Disposal	Apr. 51	

Water

Flotation System (s)	May 93	
Government Plans and Policies	Apr. 49	
Industrial History (s)	May 93	
Industry's Profitable Problem Child	Apr. 47	
What Industry Can Do About It	Apr. 51	
Weekly Business Signposts	Jan. 53, Mar. 25	
	Apr. 23, June 31	
Welding Research (s)	June 90	
Wendt-Sonis Co. (s)	Apr. 102	
West Disinfecting Co. (s)	Jan. 62	

Western Electric Co., Inc.	Mar. 44	
Western Machinery Co. (s)	Feb. 101	
Westinghouse Electric Corp.	Jan. 23, 34	
What GAW Means to Management	June 48	
What Makes a Good President?	Jan. 43	
Wheeler, Walter H., Jr., What Makes a Good President?	Jan. 43	
Whisler, Thomas L., What GAW Means to Management	June 48	
Whiting Corp.	Mar. 98, May 74 (s)	
Wholesale Prices and Inventories, See Compass Points of Business and Weekly Business Signposts		
Why Businesses Fail, 1954	Mar. 33	
Willys Motors, Inc. (s)	Apr. 69	
Wisconsin Foundation of Independent Colleges, Inc.	May 48	
Wisconsin Mfrs. Assn. (s)	Apr. 77	
Work Factor Co., The	Mar. 40	
Worthington Corp.	Jan. 12 (s), 37	
Wrought Iron Tubing (s)	Jan. 89	
Wyatt, L. Kent (s)	Jan. 77	

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Xerography (s)	June 115	
York Corp. (s)	Jan. 77	
Zeolites (s)	Jan. 61	
Zirconium	Feb. 43	
Zisette, R. Robert (s)	Mar. 8	

Sprague Devices, Inc.	May	43
Standard Oil Development Co. (s)	Jan.	64
Standard Register Co. (s)	Apr.	82
Stanford Research Institute (s)	Apr.	73
Stanley Home Products, Inc.	June	42
Steel—Highway Construction	Apr.	41
Steel, Stainless	Feb. 43, May 74 (s)	
Steps Toward Employment Stabilization	Jan.	31
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SCANNING THE

Executive Bookshelf

Each month the Executive Bookshelf, a DUN'S REVIEW AND MODERN INDUSTRY feature, reviews a number of current books pertaining to the business world and associated subjects of special interest to the business man. The books reviewed during January-June 1955 are listed below under the name of the author.

Baker, Alton W. and Davis, Ralph C. Ratios of Staff to Line Employees and Stages of Differentiation of Staff Functions	Jan. 81
Burgess, Eugene W. and Harbison, Frederick H. United States Business Performance Abroad: The Case Study of Casa Grace in Peru	Feb. 72
Columbia University, Graduate School of Business What Makes an Executive?	May 87
Corrigan, John D. How to Build Profit Value in Your Sales Dollars	Mar. 55
Dreyfuss, Henry Designing for People	May 87
Ferber, Robert Factors Influencing Durable Goods Purchases	June 59
Flippo, Edwin B. Profit Sharing in American Business	Apr. 97
Fortune Editors The Changing American Market	June 59
Gilbreth, Lillian M.; Thomas, Orpha Mae and Clymer, Eleanor Management in the Home	June 59
Grant, Eugene L. and Norton, Paul T. Depreciation	Apr. 97
Greathouse, Glenn A. and Wessell Carl J., eds. Deterioration of Materials: Causes and Preventive Techniques	Mar. 55
Harris, Seymour John Maynard Keynes, Economist and Policy Maker	Apr. 98
Heuter, Theodor F. and Bolt, Richard H. Sonics	Feb. 74
Industrial Relations Center, University of Minnesota Leadership and Executive Development, A Bibliography	Mar. 56
Koontz, Harold and O'Donnell, Cyril Principles of Management, An Analysis of Managerial Functions	June 40
Lunding, Franklin J. Sharing a Business	Feb. 72
Mandell, Milton M. A Company Guide to the Selection of Salesmen	May 87
Marquand, John P. Sincerely, Willis Wayde	Apr. 97
Muther, Richard Practical Plant Layout	Apr. 98
National Bureau of Economic Research Short-Term Economic Forecasting	May 88
Prentice-Hall, Inc. Director's and Officer's Encyclopedic Manual	June 59
Sattler, William M. and Miller, N. Edd Discussion and Conference	Mar. 56
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Schreiber, G. R. Automatic Selling	Jan. 80
Sprigle, William R. and Lansburgh, Richard H. Industrial Management	Mar. 55
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Van Doren, Harold Industrial Design	Jan. 80
Voskuil, Walter H. Minerals in World Industry	Mar. 55
Woodbury, David O. Atoms for Peace	Apr. 97
Yeager, Leland B. Free Trade, America's Opportunity	Feb. 70

FILMS FOR MANAGEMENT

Industrial movies have become important factors in to-day's business world. To keep management abreast of the latest, DUN'S REVIEW AND MODERN INDUSTRY reviews the best of these films every other month.

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Cleveland Electric Illuminating Co.—Land of Promise	Apr. 66
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Corning Glass Works—Glass and You	Apr. 63
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Du Pont, E. I. de Nemours & Co.—Chemistry Works for You, Right Down to the Finish	Feb. 67
General Electric Co.—Farm Family American	Apr. 64
General Motors Corp.—Change . . . for the Better	June 99
Hood & Sons, H. P.—Milk for the City	Feb. 67
National Lead Co.—The Ninth Element	June 100
Remington-Rand Inc.—Univac	Feb. 67
Upholstery Leather Group—The Purple Cow	June 100
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Victor Adding Machine Co. (s)	Feb. 98
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As a guide to the inclusiveness or nature of the material indexed, the titles of major articles are printed in *italic type*, and short items are indicated by an (s), "Photo Visits" by (PV).

In using this index it will be helpful to keep in mind the nature of the contents of the magazine. DUN'S REVIEW AND MODERN INDUSTRY deals with facts, trends, authoritative opinions, and information in both specific and over-all management functions which contribute to successful operations. It serves chief executives who must consider the long-time influences of such forces. In each number are articles

by authorities in their fields or resulting from research activities. There are also departments which report and summarize business statistical data, as well as provide information on the latest developments of interest to management.

Statistical series compiled by the publisher, such as business failures, building permits, bank clearings, new business incorporations, price indexes, and regional trade information, are subject indexed and can be located in the "Trend of Business" and "Compass Points of Business."

Statistical series compiled by the publisher are reported in greater detail in DUN'S STATISTICAL REVIEW, 99 Church Street, New York 8, N. Y.

This index is compiled by THE DUN & BRADSTREET BUSINESS LIBRARY, where more detailed information may be found in a cumulative card file.

For more information: Separate listings covering the books reviewed by the Executive Bookshelf department, and films reviewed by Films for Management may be found on page 4 of this index.

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U. S. Steel Corp.....	Oct. 59, Nov. 26 (s), Dec. 69 (s)	
U. S. Testing Co. (s).....	Oct.	120
United Steelworkers of America, CIO (s).....	Nov.	110
Universal CIT Credit Corp.....	Oct.	90
University of Illinois (s).....	Oct.	125
Upjohn Co. (s).....	Oct.	120
Urwick, Lyndall F.—The Purpose of a Business.....	Nov.	51

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Vaco Products Co. (s).....	Sept.	131
Valley-National Corp.....	Nov.	53
Varnum, Edward C.....	Dec.	46
Vascoloy-Ramet Corp. (s).....	Dec.	69
Vazsonyi, Andrew and Hebenstreit, W. B.....	Dec.	88
Villers, Raymond—Three Guides to Profit Control.....	Nov.	57
Visking Corp. (s).....	July	66
Vocational Training (s).....	Oct.	35
Voice of Industry.....	July 12, Aug. 12, Sept. 12 Oct. 12, Nov. 26, Dec. 30	
Vulcanized Fiber—Industrial Use (s).....	Dec.	74

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Wall Colmonoy Corp. (s).....	July 63, Dec.	59
Wall Covering, Simulated Brick.....	Nov.	56
Ward, A. W. (s).....	Dec.	79
Warehousing.....	Sept.	75
Washington University—Train Now for '56 Sales, Charles L. Lapp, Prof.....	Sept.	53
Weekly Business Signposts.....	July 21, Sept. 19, Oct. 23 Dec. 13	
Weeks' Report.....	Nov.	46
Welders, Semi-Automatic (s).....	July	63
Western Electric Co., Inc.....	Oct.	90
Western Union Telegraph Co.....	Oct.	57
Westinghouse Electric Corp. (s).....	July 36, Dec. 79 Nov. 85 (PV)	
Weston Electrical Instrument Co.....	Oct.	80
Weyerhaeuser Timber Co.....	Sept.	119
What Did the Unions Win from GAW?.....	Dec.	50
What Is Operations Research?.....	Dec.	46
What They've Learned in 20 Years Against Corrosion.....	Aug.	36
What's Ahead for Canada?.....	Sept.	46
Whiteside Manufacturing Corp. (s).....	July	79
Whiting Corp. (s).....	Nov.	115
Why Businesses Fail—Risk Management.....	July	49
Wholesale Prices and Inventories, See Compass Points of Business and Weekly Business Signposts.....		
Wicking Material (s).....	Oct.	146
Wide Screens (s).....	Oct.	140
Willys-Overland Export Corp.....	Oct.	45
Wishart, Paul B. (s).....	Oct.	12
Wissmann, Harry B.....	Dec.	88
Wood Conversion Co. (s).....	Sept.	66
Worthington Corp.—Presidents Wanted, Edwin J. Schwanhauser, Pres.....	Dec.	39
Worthington Corp. (s).....	Dec.	79

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Yale & Towne Manufacturing Co.....	July 37, 86 (s)	
Your Guide to Better Handling.....	Sept.	75
Zirconium: New Metal for Industry?.....	Oct.	42
Zirconium Metals Corp.....	Oct.	44

SCANNING THE

Executive Bookshelf

Each month the Executive Bookshelf, a DUN'S REVIEW AND MODERN INDUSTRY feature, reviews a number of current books pertaining to the business world and associated subjects of special interest to the business man. The books reviewed during July-December 1955 are listed below under the name of the author.

American Management Association		
Know Your Packaging Materials.....	Sept	71
Tested Approaches to Cutting Production Costs.....	Aug.	57
Ball, John, and Williams, Cecil B.		
Report Writing.....	Sept.	71
Bardes, Philip and others, ed.		
Montgomery's Federal Taxes.....	Dec.	81
Bartle, Franklin W.		
How to Manage Industrial Advertising.....	Nov.	79
Brewer, Allen F.		
Basic Lubrication Practice.....	July	69
Carroll, Phil		
Foremen Can Control Costs.....	Sept.	71
Clymer, Floyd		
Henry's Wonderful Model T.....	Dec.	81
Ellis, William D., and Siedel, Frank		
How to Win the Conference.....	Dec.	81
Epstein, Ralph C.		
How to Invest Your Money.....	July	69
Ernst, Morris L.		
Utopia 1976.....	Nov.	79
Galbraith, John Kenneth		
The Great Crash, 1929.....	July	69
Golden, Clinton S., and Parker, Virginia D., ed.		
Causes of Industrial Peace under Collective Bargaining.....	July	69
Hausner, Henry H., and Roboff, Stanley B., ed.		
Materials for Nuclear Power Reactors.....	Aug.	57
Hegarty, Edward J.		
How to Make Your Sales Meetings Sell.....	Aug.	57
Hodnett, Edward		
The Art of Problem Solving.....	Nov.	79
Illinois Institute of Technology		
Proceedings of the American Power Conference.....	Dec.	81
Industrial Hygiene Foundation, Mellon Institute		
An Annotated Bibliography on Noise, Its Measurement, Effects, and Control.....	Sept.	71
Ireson, W. Grant, and Grant, Eugene L., ed.		
Handbook of Industrial Engineering and Management.....	Sept.	71
Kelley, Pearce C., and Lawyer, Kenneth		
How to Organize and Operate a Small Business.....	Dec.	81
Klingman, Herbert F., ed.		
Management Planning and Control: an Annotated Bibliography.....	July	69
Lake, Carroll		
Public Relations—Handbook of Answers.....	Sept.	71
Livingston, Robert Teviot and others		
Selected Reading List on Human Relations in Management.....	Sept.	71
Lloyd, Lewis E.		
Tariffs: The Case for Protection.....	July	69
Lustman, Benjamin, and Kerze, Frank H.		
The Metallurgy of Zirconium.....	Dec.	81
McLarney, William J.		
Management Training: Cases and Principles.....	Nov.	79
Maier, Norman R. F.		
Psychology in Industry.....	Sept.	71
Miller, Max		
Speak to the Earth.....	Sept.	71
Nadler, Marcus		
The Money Market and Its Institutions.....	Dec.	81
Newcomer, Mabel		
The Big Business Executive.....	Dec.	81
Phillips, David C.		
Oral Communications in Business.....	Sept.	71
Reilly, William J.		
How to Make Your Living in Four Hours a Day.....	Sept.	71
Stearns, Linhart		
How to Live with Your Investments.....	Sept.	71
Thomson, George		
The Foreseeable Future.....	Dec.	81
Trademark Management Committee		
Trademark Management: A Guide for Businessmen.....	Aug.	57
Uris, Auren		
Developing Your Executive Skills.....	Sept.	71
Wallich, Henry C.		
Main Springs of the German Revival.....	Nov.	79
Warner, W. Lloyd, and Abegglen, James C.		
Big Business Leaders in America.....	Dec.	81
Occupational Mobility in American Business and Industry.....	Dec.	81
Wernette, Philip		
The Future of American Prosperity.....	Aug.	57
Office Automation		
American Management Association		
A New Approach to Office Mechanization.....	Oct.	112
Electronic Data Processing in Industry.....	Oct.	110
Strengthening Management for the New Technology.....	Oct.	110
The Impact of Computers on Office Management.....	Oct.	112
Berkeley Enterprises, Inc.		
The Computer Directory.....	Oct.	112
Brown, R. Hunt		
Office Automation.....	Oct.	108
Diebold, John		
Automation.....	Oct.	112
Garrott, P. B.		
Integrated Data Processing Brings Automation in Paperwork.....	Oct.	108
Haskins and Sells		
Data Processing by Electronics.....	Oct.	108
International Business Machines Corp.		
Bibliography on the Use of IBM Machines in Science, Statistics, and Education.....	Oct.	112
Klingman, Herbert F.		
Electronics in Business.....	Oct.	108

FILMS FOR MANAGEMENT

Industrial movies have become important factors in to-day's business world. To keep management abreast of the latest, DUN'S REVIEW AND MODERN INDUSTRY reviews the best of these films every other month.

Aetna Life Affiliated Companies—One to a Customer.....	Aug.	76
American Management Association—You Are There at the Bargaining Table.....	Aug.	75
American Society of Mechanical Engineers—To Enrich Mankind.....	Oct.	139
Champion Paper and Fibre Co.—Production 5118.....	Dec.	67
Continental Can Co.—Man of Action.....	Dec.	65
Dartnell Corp.—Presenting Your Sales Case Convincingly.....	Dec.	65
DuPont, E. I. de Nemours & Co.—The Spray's the Thing.....	Aug.	78
What's It to You?.....	Oct.	139
Eastman Kodak Co.—Bradshaw's Billions.....	Aug.	78
Falcon Alarm Co.—Sneak Attack.....	Dec.	67
International Business Machines Corp.—Direct Line to Decision.....	Aug.	76
Link-Belt Co.—Link-Belt Shell Molding System.....	Aug.	78
Massachusetts Institute of Technology—The Search—Automation.....	Oct.	139
Monsanto Chemical Co.—The World that Nature Forgot.....	Dec.	67
Richmond Federal Reserve Bank—You and Your Money.....	Oct.	139
Rutgers University—The Story of the NLRB.....	Aug.	78
Turco Products, Inc.—Flaw Location with Dye Penetrants.....	Aug.	78
U. S. Air Force—The Air Force Procurement-Production Story.....	Dec.	65
U. S. Chamber of Commerce—People, Products, and Progress—1975.....	Aug.	75
Westinghouse Electric Corp.—A Dawn's Early Light.....	Aug.	76
Office Automation		
American Management Association—Integrating the Office for Electronics.....	Oct.	112
International Business Machines Corp.—Direct Line to Decision.....	Oct.	114
Piercing the Unknown.....	Oct.	114
Massachusetts Institute of Technology—The Search—Automation.....	Oct.	139
Remington Rand, Inc.—Univac.....	Oct.	114